

# Reinders

1-800-785-3301

# MAG<sup>®</sup>

Naturally   
Pet Friendly

**The High  
Performance  
Ice Melter**



**PURE MAGNESIUM CHLORIDE**

**MAG Total Ice control is as old as the Dead Sea.**

**MAG means powerful performance that is  
naturally safer for pets and people.**

**MAG incorporates the natural benefits of the  
Dead Sea's life giving minerals**



Call: 1-800-785-3301 / Fax: 262-786-6111 / [customerservice@reinders.com](mailto:customerservice@reinders.com)

[www.reinders.com](http://www.reinders.com)

## MAG® OUT-PERFORMS OTHER ICE MELTERS

**MAG® melts ice effectively at temperatures as low as -13°F (-25°C)** — considerably below most other products.

And it works fast. In tests at +21°F, within 15 minutes of application **MAG® melted twice as much ice as rock salt (halite).**

**MAG®** is the proven professional-grade snow and ice melter that delivers safe surfaces for commercial and residential building owners and facilities managers.



### As An Ice Melter

	Magnesium Chloride	Calcium Chloride	Sodium Chloride
Ice Melting Effectiveness at 21°F			
After 15 minutes	27g	30g	12g
After 60 minutes	36g	38g	32g
Residue	Clear Liquid	Oily-Like Liquid Film	Dry White Powder
Corrosion – Aluminum (mils/year) <sup>2</sup>	0.375	3.0	1.5
Corrosion – Tin <sup>3</sup>	2.1	13.9	17.9
Effective Melting Temperatures	-13°F	-25°F	+20°F

#### Notes:

- Results of ice melting tests performed by Swedish VTI. 10 grams of ice melter were spread evenly on an icy surface. After specified period of time, melted water was drained and measured.
- Exposed to a 150 g/l brine for 22 days by Kali Forchungs Institute (Germany).
- Exposed to a 150 g/l brine (160 g/l brine for MAG) for 120 days by Kali Forchungs Institute.

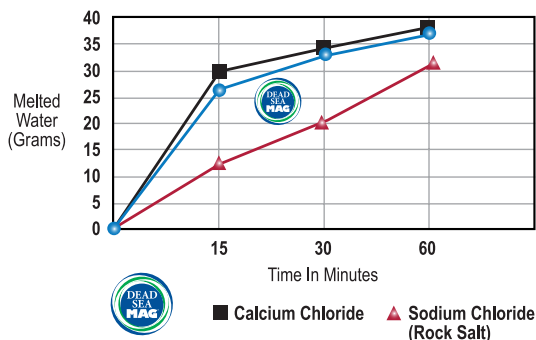
## HIGH PERFORMANCE ICE MELTER

**MAG®** is the best total ice melter available - it is proven more effective, environmentally safer and less damaging than other common ice melters.

Ice melting performance is measured not only by the speed of the melting action but also by the quantity of brine produced per unit of ice melter used.

**MAG® freezes (a 22% solution) at -27°F (-33°C) and melts effectively down to -13°F (-25°C) - well below most other ice melters.**

### Ice Melting Performance



The tests were performed by the Swedish VTI by spreading 10 grams of each ice melter evenly over an icy surface at +21°F.

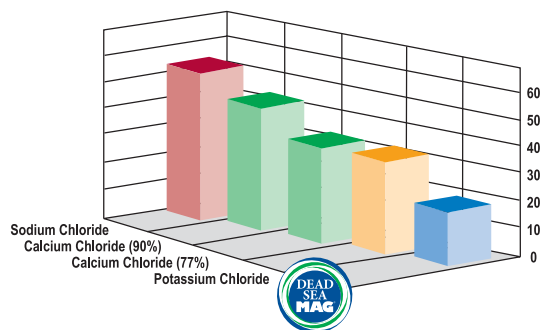
## THE DEAD SEA DIFFERENCE

**MAG®** is extracted from the Dead Sea by the natural evaporation of seawater and a simple refinement process, making it your naturally safer choice for total ice control.

This extraordinary mineral composition makes the Dead Sea waters therapeutic and a popular choice for vacationers.

**The concentration of magnesium chloride in the southern portion of the Dead Sea is as high as 20%.**

### Available Chloride Content



## NATURALLY PET FRIENDLY

**MAG®** is pure and natural Magnesium Chloride.

**MAG®** is 100% natural, clean, effective, and safer when compared to common de-icers.

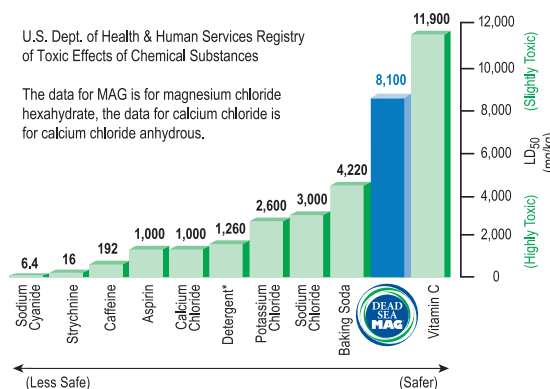
**MAG®** is nearly three times less toxic than common table salt and eight times less toxic than calcium chloride. With **MAG®**, there's less worry about pets licking their paws when they return from a walk.

In fact, a form of Magnesium Chloride is used in farm feedstock as a mineral supplement.

### Toxicity of Common Chemicals

U.S. Dept. of Health & Human Services Registry of Toxic Effects of Chemical Substances

The data for MAG is for magnesium chloride hexahydrate, the data for calcium chloride is for calcium chloride anhydrous.



\*Sodium Dodecylbenzene Sulfonate

As shown by the data, **MAG®** is less toxic than baking soda and table salt, chemicals we ingest on a daily basis. When compared to other ice melting chemicals, **MAG®** is much less toxic and much safer to use around animals, pets and humans.